The Power of Live Events

YOU’RE MAKING A SOUND INVESTMENT!

WATCH SALES ROCKET

76% of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.

NOT BEING AT AN EVENT CAN DAMAGE YOUR BRAND!
The perception of a brand that is not represented at an event actually deteriorates by 5%. This is true even for extremely well-known or global brands.

LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY
The average visitor spends 5.5 hours at a live event. This equates to watching or listening to 660 broadcast adverts.

LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN

2X more powerful than TV ads
3X more effective than print media
4X more effective than radio

LIVE EVENTS CHANGE MINDS
Before an event 37% of people thought they would make new contacts and 38% thought attending the event would make buying easier. This doubled to 75% and 76% respectively following the event.

LIVE EVENTS LEAVE A LASTING IMPRESSION
69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.

SEEING IS BELIEVING
Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.

LIVE EVENTS ARE GOOD FOR YOUR IMAGE
Perception of the quality and value of your brand, product or service is improved by 21% after visitors experience you at a show.

Research conducted by Cog Research on behalf of FaceTime